



## NOVEMBER EXHIBITOR NEWSLETTER

We look forward to welcoming you to the **Electrical Wire Processing Technology Expo (EWPTE)**—the cable and wire harness manufacturing industry’s premier event for manufacturers, suppliers, and customers.

This year’s event will be **co-located with Wire Expo**, creating the ultimate gathering for wire harness, cable processing, and connector professionals. Together, these two powerhouse events deliver expanded opportunities for networking, education, and sourcing—all under one roof.

### [Official Event Hotels](#)

We’ve secured discounted rates at a selection of [Milwaukee hotels](#) and encourage you to book early through our housing block for the best availability and pricing.

### [Advertising Opportunities](#)

Promote your brand in advance of the event and onsite via one of our many [advertising opportunities](#) from the conference brochure to show directory and from advertisement boards to email banner ads—we’ve got you covered ensuring your message reaches your target audience at every stage of the event.

### [Sponsorship Opportunities](#)

Whatever your budget, we have several [sponsorship opportunities](#) to help elevate your visibility and strengthen your brand.

### [NEW This Year! Ribbon Cutting Ceremony Sponsorship](#)

Be part of the celebration that kicks off the Electrical Wire Processing Technology Expo! This highly visible sponsorship puts your brand front and center during the official Ribbon Cutting Ceremony—where industry leaders, media, and attendees gather to open the show floor.

Two exclusive opportunities are available:

- Wire/Cable Provider Sponsor
- Wire/Cable Cutter Provider Sponsor

Sponsors will receive prominent recognition during the ceremony, logo visibility in pre-event and onsite promotions, and the opportunity to participate in the ribbon-cutting photo with show leadership—a perfect way to showcase your products in action as the event officially begins.

### [Membership](#)

The Wiring Harness Manufacturer’s Association (WHMA) empowers members with technical expertise, access to cutting-edge technology, benchmarking insights, and exclusive opportunities to connect with industry leaders in wire processing equipment, services, and manufacturing. Together, we set the standards that move the industry forward. Be part of the community shaping the future of wire harness manufacturing. [Join now](#) and get 50% of your first year’s membership.

### [Expand Your Connections Beyond the EWPTE Show Floor!](#)

As a valued EWPTE exhibitor, we invite you to join industry leaders at the [WHMA Annual Global Leadership Summit](#), taking place **January 27–29, 2026, in Las Vegas**. This exclusive executive-level event brings together owners, decision-makers, and senior leaders from across the wire harness industry for three days of powerful networking, strategic discussions, and collaborative learning. It’s the perfect opportunity to strengthen relationships with existing customers, connect with new partners, and gain insights that can help drive your business forward—all before EWPTE 2026.

### [See What Your Peers Have to Say about the WHMA Annual Global Leadership Summit...](#)

*“It was great to touch base with colleagues and others with common challenges and opportunities and to hear their perspectives on how they are affected and how they are approaching them.”*

— Dave Matheny, Impact Electronics Solutions

*“I really enjoyed being around other business owners that understand the problems and stresses of our industry.”*

— Mark Atchley, Lone Star Industrial

*“Numerous opportunities to network with the captains of the wire harness industry.”*

— Scott Morris, Marsh Electronics/Marvac Assemblies

### [Coming Soon!](#)

Exhibitor Registration

Online Exhibit Hall

Exhibitor Service Manual